

MOTSENBOCKER'S LIFT OFF

CONFIDENTIAL INTERNAL DOCUMENT

New Formulation Features & Benefits Comparison May 9, 2000



I. History

The origins of Motsenbocker's Lift Off begin with the development of a releasing agent for adhesives and stickers. Through the patenting process it was discovered that the newly created formula was very effective for removing all types of oil-based stains and chewing gum, along with stickers and adhesives. The product was initially packaged as an aerosol container and then became available in various liquid containers as other Motsenbocker's Lift Off products were patented and release to create a family of cleaners.



II. Modern Day

With the continual deployment of new laws and government regulations, Motsenbocker's Lift Off has sought to be a leader in the areas of product efficacy and safety. In fact, all of our recently patented formulations have received many accolades for their biodegradability and environmental effectiveness.

However, because our products are used in a wide array of applications, we have to adhere to various codes, most notable the Air Quality Management District (AQMD) and the Environmental Protection Agency's (EPA) New Voc (Volatile Organic Compound) limits. The categories, respective limits, and effective dates are detailed in the following VOC table.